

PORTFOLIO

VIDEO

TEMPLATE

MANUAL



Portfolio video template

In order to present granted projects on the international MANUNET website we developed a blueprint for communication. Many of the MANUNET projects are highly technical and not always easy to present in a clear and easy to understand way. Video is the most effective way to tell your story.

The Manunet grant requires all project leaders to disseminate their project and their project results. During and after finalizing the project we publish your video/photos and text on our website. For this purpose, we highly recommend the use of videos next to other materials and channels. Producing a short video is not that difficult. Here, we showcase you how you can do it with a minimum of effort and resources, yet yielding a meaningful communication tool.

The majority of modern smartphones produced since 2016 are suitable for filming. This document provides some clear instructions on how to shoot footage (video shots), how to edit and create a fancy video that explains your project, without the use of expensive hardware and professional film crew. Costs lay in the range of 0 - 1500€, depending on the support option provided by external contractors. In many cases, these costs can be covered by your Manunet budget*. Of course, once produced, the project members can use this video for commercial purposes as well

(*Please check this option with your corresponding regional/national funding agency.)

Technical requirements

Certainly, you can use professional video equipment and hire an entire filmcrew to produce. However, without that extensive budget it is also possible to create a simple but effective film. To shoot a video with minimum amount of hardware by the project-team itself, you will need:

- a smart phone with a good camera (eg. iOS or Android both will do)
- Using a tripod or a 3 axis gimbal is preferable, in order to smoothen camera movement.



FIG 1. TRIPOD



FIG 2. 3-AXIS GIMBAL

- You can use the native camera app of your device to shoot the footage. If you wish to have more control over the color-balance and focus on your smart phone; you might consider using a 3rd party app on your smartphone, such as Filmic Pro (<https://www.filmicpro.com/>) this gives you more advanced control over the footage you shoot.
- For editing on an iOS device you can use the apple native app iMovie or any third party editing app. On Android devices there is a great number of video editing apps available in the Google Play store.
- If you only shoot the footage and record the voice over yourself (using a 'dictaphone app' on your smartphone such as easy voce recorder on Android <https://play.google.com/store/apps/details?id=com.coffeebeanventures.easyvoicerecorder> and the native 'dictaphone app on iOS devices), you might also upload the raw video to an editing agency, so they prepare the final edit for you. You'll find a suggestion for this at the last page of this manual.

No video? Use photography

In some cases it is not possible to shoot video of the project. In those cases you might consider to illustrate the project using still photo-images. Using high quality photography enables you to use the so-called Ken Burns effect, turning a still image into a dynamic video image.

When a photo is of good quality and sufficient resolution (8 Megapixels and higher) you can zoom in the picture, using the right software like Adobe Premiere or Filmora (<https://filmora.wondershare.com/>)



Technical instructions

In order to shoot the proper quality video, there are some important instructions that improves the quality of the video you shoot.

- Switch your phone to 'flight-mode' before starting to shoot a video, this prevents you from receiving incoming calls and messages, disturbing the recording. This also prevents your device from using lots of energy for connecting to networks, draining your battery sooner then you expect.
- Clean your lens. It sounds simple, but it is a very common mistake to start shooting footage and discovering that all images are 'fuzzy' due to a vinger print that is on the lens surface.
- Shoot your footage horizontally! The standard for online video that is still used on the majority of websites is horizontal.
- Use a tripod or a 3-axis gimbal. If you do not have such a device, then hold your smartphone with two hands and keep your arms tight to your body, preventing shaky images.
- Shoot with a light source in your back when filming an object that is not illuminated
- Shoot with sufficient light, darkness makes the image unclear and 'grainy'
- Film with a minimum of 1080p (1920 x 1080 pixels)
- Set the frame-rate of your device to 24fps in the camera settings (24 frames per second)
- Make minimal camera movement. When moving the camera, do it slow
- Do not zoom in! If you wish to have a closer image, walk closer. Zooming with a smartphone is a digital effect, lowering the quality of the footage.
- Any shot should be at least 5 seconds. When filming an action, hold your camera (smartphone) still for a few seconds before and after the action. This gives more 'body' in the footage, so that 'cutting' during the edit is easier.
- When filming a person who talks make sure that you use a proper microphone and try to eliminate background sounds like airconditioning, machines etc. It is best to record a voice over separately in a silent room. In most cases the build in microphone in your smart phone is sufficient, but there are also external microphones that could be attached to your smart phone available in the market that are cheap and effective.



- Make 'insert shots' These are extra shots that shows the use of your project or illustrates the advantages in a recognizable environment.
- When using music, make sure you use 'free of rights' music. Youtube offers a great range of rights free music on <https://www.youtube.com/audiolibrary/music>
- Keep it short! Use the base script for a MANUNET video, in order to keep the presentation short and powerful.



5 steps to an effective promotional video for MANUNET:

1. Set the scene and introduce the 'painpoint' that the project will solve. (In many cases you can illustrate this with an 'as-is' description.
2. Explain the solution and introduce yourself
3. Give a brief summary of the project's benefits
4. Put the viewer at ease about concerns or uncertainties
5. Wrap it all up and give a call-to-action

Example video

For the video in the example we used an iPhone for shooting the footage. The voice-over is recorded in a silent room. The edit has been done using Adobe Premiere. Graphics are produced in Adobe After Effects. The standard After Effect project for titles is available for free via the Manunet website as a download. (<http://www.manunet.net/images/templates/presentation-assets.zip>)

Watch the example video here. (<https://vimeo.com/332020103/3a1198c622>)

Sample script

For the video in the example we used a simple but effective script, following the basic guidelines as described.

Video	Audio/voiceover
1. Set the scene and introduce the 'painpoint' that the project will solve.	
Open with the Manunet logo animation	<i>Soundtrack: upbeat music</i>
Closeup of cnc milling, followed by a pile of wasted material	<i>CNC milling and powder bases 3d printing are the standard for low volume production of high tech components throughout the industry</i>
The face of a project-leader explains	<i>Using traditional machining, upto 80 to 90 percent of the base material is wasted. During powder based 3d printing expensive additives are needed. The machinery for these processes require high investments.</i>
2. Explain the solution and introduce yourself	
Images of the R&D team working on prototyping	<i>We are LAC and with this MANUNET project we are developing a very efficient method to save time money and raw materials</i>
The face of a project-leader explains	<i>By using new techniques in a smart way, we will be able to fabricate high tech parts, using Wire Arc Additive Manufacturing.</i>
We see the map of Europe, involved countries are highlighted and names appear	<i>In this project LAC works together with Artec 3D from Luxembourg. Artec 3D is developing a 3D scanner and software that is used to collect data of the printed parts.</i>



3. Give a brief summary of the project's benefits

Images of the production process (and is not possible to have them, compare with current methods)	<i>With the development of this new production method, we are able to use all weldable materials in a print, enabling fast production of complex structures for the industry</i>
Images of application possibilities (complex machine parts eg.)	<i>A fast process, that uses a well known technic. By reducing the required raw materials and production methods, the production time is shortened.</i>
We see images of a warehouse	<i>This enables more flexibility in materials, resulting in less stock of raw materials and finished parts.</i>

4. Put the viewer at ease about concerns or uncertainties

Images of the application itself	<i>This production process is interchangeable with CNC milled parts.</i>
The face of a project-leader explains	<i>where the most important part of the research involved the achievement of the mechanical specifications.</i>

5. Wrap it al up and give a call-to-action

Standard Manunet background	<i>Bullets with the main benefits appear,</i>
Standard Manunet ender	<i>This project has been granted a commission in the MANUNET 2017 call. Find other projects on the MANUNET website and prepare your project for submission.</i>
Alternative ender with the project owners corporate identity. (For commercial use)	<i>TBD</i>



Assistance options

You can choose to produce the entire production of the presentation video yourself, however our communications partner Adversa offers a broad range of assistance in the editing process.

Option 1.

You:

- create the script
- shoot the footage
- select and download the background music
- record the voice over
- select the usable takes and scenes
- edit the film
- add the leader and graphics
- upload the film to YouTube or Vimeo
- send us the link

We will:

- place it on your portfolio page on the Manunet website

Price:

Free of charge

Option 2.

You:

- create the script
- shoot the footage
- select and download the background music
- record the voice over
- select the usable takes and scenes
- Send us all of the above (via WeTransfer)

We will:

- edit the film (max. 2 minutes)
- add the leader and graphics
- upload the film to YouTube or Vimeo
- send you a copy of the movie-file
- place it on your portfolio page on the Manunet website

Price:

- € 600,- Excl. VAT* (Charged via our partner adversa)

Option 3.

You:

- create the script (including voice over script)
- shoot the footage
- Send us all of the above (via WeTransfer)

We will:

- select and download the background music
- select professional voice over artist and record the voice over
- select the usable takes and scenes**
- edit the film (max. 2 minutes)
- add the leader and graphics
- upload the film to YouTube or Vimeo
- send you a copy of the movie-file
- place it on your portfolio page on the Manunet website

Price:

- € 1200,- Excl. VAT *(Charged via our partner adversa)

* This reduced rate is only applicable for MANUNET productions.

** If the footage is not suitable or not of sufficient quality, we will get back to you to discuss a solution.

Extra's:

The above mentioned rate does not include these optional extra's, that are available at an additional cost.

- Color grading
- Sound processing / noise reduction
- Add subtitles (the example film contains English subtitles. When you deliver your film and/or script in your native language, including the 1:1 translation, we can add a synchronized subtitling to your film. This is a fast and easy process that normally is done within a budget of €200 - €300 for a 2-3 minute film)
- Extensive graphics & animations
- Alternate branding (company style)

Questions and interactions

Should you have any questions about how to produce, deliver or upload the raw materials or finalized film, please do not hesitate to contact us on communicationsupport@manunet.net